

IT IS CLAIMED:

1. An isolated polynucleotide comprising a nucleic acid sequence which encodes or is complementary to a sequence which encodes a *MTP* polypeptide having at least 80%
5 sequence identity to the amino acid sequence presented as SEQ ID NO:2 or SEQ ID NO:4.
2. A plant transformation vector comprising the isolated polynucleotide of claim 1.
3. A transgenic plant cell comprising the vector of claim 2.
- 10 4. A method of modifying anthocyanin content in a plant comprising introducing into progenitor cells of the plant, a plant transformation vector according to claim 2 and growing the transformed progenitor cells to produce a transgenic plant wherein said polynucleotide sequence is expressed and said transgenic plant exhibits increased
15 anthocyanin content relative to the same type of plant which has not been so transformed.
5. A transgenic plant comprising a plant transformation vector comprising a nucleotide sequence that encodes or is complementary to a sequence that encodes an *MTP* polypeptide, whereby the transgenic plant has increased anthocyanin content relative to
20 control plants.
6. The transgenic plant of claim 5 wherein the nucleotide sequence encodes *MTP77*.
7. The transgenic plant of claim 5 wherein the nucleotide sequence encodes *MTP96*.
- 25 8. A method of producing anthocyanin comprising extracting anthocyanin from a transgenic plant of any one of claims 5-7.